



*cc: meyout*

Manager

Lori O'Connor  
National

Sales Planning  
910-741-3019  
Fax: 910-741-4606

To: Rory O'Rourke

Re: Salem March B1G1F Promotion

Dear Rory,

The following is the information regarding the upcoming Salem Buy 1 Get 1 Free Promotion to be worked in March.

Promotion #: 800103 - Salem B1G1F ~~w/Bounceback CD offer~~

Quantity: 208,800 offers

696 6M cases Salem FFKS Slide Box  
696 6M cases Salem LTKS Slide Box

Timing: First Order Date - 1/26/98  
First Ship Date - 2/16/98

Product Description: Complimentary tear tape on gratis pack  
Pre-sleeved in W-S  
Shipped in white cartons to D.A.

Advertising Support: POS is promotion specific

Item #	Quantity	Sku Packing	Description
541280	160	25	Salem 20 pk Temporary Display
541271	267	15	Salem Large Poster
541313	900	1	Salem Dump Bin Riser Card

Continuity Offer: A retail pack insert for name generation will be used in each B1G1F offer.  
~~Consumers will receive a free CD of local artists for completing the name generation form.~~

Reporting: H/H Desc: Sal Mar B1G1F NY  
Display size (Offers) : 20  
Start : 2/23/98  
End: 4/24/98

Should you have any questions, please contact me.

Sincerely,

*Lori*

L.M. O'Connor

cc: J. Kerigan, S. Malloy

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